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To: Mark Fadok	Fax Number: 17037467206
Company : USPTO	Date : 2/13/2004
From : Leland Wiesner	Fax Number : 6508531114
Company : na	Pages including cover page: 5
Subject : PROPOSED/DRAFT COMMUNICATION W/ MARK FADOK - ART UNIT 3625 RE: 09/629,262	

**Comments:**

USPTO Application No. 09/629,262  
Our Ref. - 00116-000700000  
Client Ref - 10001634-1

Examiner Fadok:

My apologies for not replying sooner. I hope we can discuss this case first thing Tuesday or at your earliest convenience. I have attached your suggested claim as well for convenience.

Sincerely,  
Leland Wiesner

**ATTORNEY-CLIENT PRIVILEGED COMMUNICATION**

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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : David J. Miller                      Art Unit : 3625  
Patent No. : n/a                                      Examiner : Mark A. Fadok  
Issue Date : n/a                                      Date : February 13, 2004  
Serial No. : 09/629,262  
Filed : 7/31/2000  
Title : Method And Facility For Displaying Customer Activity And Value

Commissioner for Patents  
Alexandria, VA 22313-1450

SUGGESTED CLAIM FOR EXAMINER AMENDMENT

Dear Examiner Fadok:

Thank you for the telephone discussion of February 10, 2004 regarding the subject application. In light of our phone conversation, I have rewritten the below claim to adopt your suggested language, clarify the inventive aspects of the invention as well as reflect the technology behind various implementations of the present invention. Accordingly, the Applicant would request consideration and allowance of the aforementioned claims after appropriate Examiner's amendment consistent with the attached claims.

Sincerely,



Leland Wiesner

**SUGGESTED CLAIM**

1. (Fourth Amendment) A method of creating graphics on a computer graphic display device useful for displaying information about a multitude of different customers comprising:
  - creating a computer generated graphic comprising the process steps of:
    - for each customer, receiving a set of numeric values, each associated with parameters including a recency indicator, and an advocacy indicator;
    - decaying the numeric value associated with the recency indicator over time according to an absence of activity by each customer;
    - increasing the numeric value associated with the recency indicator over time according to recent activity by each customer
  - for each customer, generating a symbol;
  - arranging the symbols spatially to create at least one cluster in a galaxy layout according to a polar coordinate system based on the numeric values; [and]
  - displaying the galaxy layout on the computer graphic display device to distinguish trends and patterns in customer behavior; and

manipulating said computer generated graphic containing at least one cluster to identify one or more customer groups as part of a marketing campaign,

wherein said galaxy layout contains visual representations of patterns and movement corresponding to trends in customer behavior.

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US PATENT OFFICE

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1. (Thrice Amended) A method of creating a computer graphic display useful for displaying information about a multitude of different customers, comprising the steps of:  
creating a computer generated graphic comprising the process steps of:  
for each customer, downloading from a web server a set of numeric values, each associated with parameters including a recency indicator, and an advocacy indicator;  
decaying the numeric value associated with the recency indicator over time according to an absence of activity by each customer;  
increasing the numeric value associated with the recency indicator over time according to recent activity by each customer,  
for each said customer, generating a symbol;  
wherein the symbol's movement dynamically changes,  
arranging the symbols spatially to create at least one cluster in a galaxy layout according to a polar coordinate system based on the numeric values;  
displaying the galaxy layout on the graphic display to distinguish trends and patterns in customer behavior;  
wherein said galaxy layout contains visual representations of patterns and movement corresponding to trends in customer behavior,  
manipulating said computer graphic by a user to identify one or more customer groups to be part of a marketing campaign, based upon identification of said cluster within a region of space in the galaxy layout,  
said customer group being further identified by customers within a user defined radius of the origin of said cluster.

650-853-1114

To: Leland Wiesner  
From: MARK FADOKProposed claim  
09/29,262